



WCPO

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ORDER

Print Date 10/29/12

Page 1 of 2

Flight Dates 10/24/12-10/29/12

Contract / Revision 315521 /

Original Date / Revision
10/22/12 10/29/12

Advertiser Ohio House Republican Org

Agency Midwest Communications &

Buying Contact

49 S Grant Avenue
Columbus, OH 43125

Product

OHROC-HD28 Addition Week 10.22

Agency Com 15%

Billing Contact

49 S Grant Avenue
Columbus, OH 43125

Sales Office WCPON

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Brad Wagner

Account Executive	Order%	Start Date	End Date
Brad Wagner	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	6	\$3,910.00	\$4,600.00	0.00	10/01/12	10/28/12	6	\$3,910.00	\$4,600.00
November 2012	7	\$3,697.50	\$4,350.00	0.00	10/29/12	10/29/12	7	\$3,697.50	\$4,350.00
Totals	13	\$7,607.50	\$8,950.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/24/12	10/29/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	M-WTF-S	:30	2	\$900.00	P-3	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF-S		2				\$900.00		0.00			
		Week: 10/29/12	11/04/12	M-----		1				\$900.00		0.00			
N 2	WCPO	10/24/12	10/29/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	M-WTF--	:30	2	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		2				\$400.00		0.00			
		Week: 10/29/12	11/04/12	M-----		1				\$400.00		0.00			



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Page 2 of 2

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Hiatus Dates

Original Date / Revision 10/22/12/ 10/29/12

Order Sep 00:20:00

Advertiser Ohio House Republican Or Product OHROC-HD28 Addition Wee Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WCPO	10/24/12	10/29/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	M-WTF--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$400.00		0.00			
N 4	WCPO	10/24/12	10/29/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	M-WTF--	:30	1	\$150.00	P-8	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$150.00		0.00			
N 5	WCPO	10/24/12	10/29/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	M-WTF--	:30	2	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					2	\$1,000.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$1,000.00		0.00			
N 6	WCPO	10/24/12	10/29/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	M-WTF--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$1,000.00		0.00			
N 7	WCPO	10/24/12	10/29/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	M-WTF--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$500.00		0.00			
													Totals	13	\$8,950.00